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ORIENTAL PEARL



"The Wonder Glad"

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It has been a long time since such a marvellous new gladiolus appeared on the horizon to captivate the fancy of all glad-dom. It has everything to be desired in a good flower, size, color, substance, foliage, easy growing habits and all the important requisites that go into the making of a top-notch commercial and exhibition glad.

However, no matter how much we talk about all of these fine qualities, we cannot incorporate, nor can we describe fully, the thrilling beauty which this flower possesses. Only your first glimpse of this handsome flower will tell you the full story of its incomparable beauty.

Oriental Pearl is a rich, lustrous, pearly cream, which deepens with the thickness of the petals as they enter the throat. The flowers are slightly ruffled and unfold wide open, over 7 inches across, and then gently recurve as they mature, to give it a most decorative effect. I know I can say without exaggeration that this glad has attracted everyone to come within sight, just like a magnet. Likewise, everyone has decided that it must be in their garden.

In Milwaukee, during the past summer, it has been a sensation on the wholesale market and our most exclusive retail florists have fallen in love with it. Its size and great bulk of flower head makes it a most valuable florist's flower for large arrangements, when standards and other large designs are required. It will command the top price over any glad now sold commercially because of its size and beauty.

As I write this, a card received from E. A. Line, Spring Green, Wis. where it is growing in his American Legion Trial Gardens says "Oriental Pearl is now in bloom, every spike way over my head." Ed is close to the six foot mark. From Clarence Fortnam.. "Oriental Pearl are all over six feet tall."

GOOD FOR HYBRIDIZING

Oriental Pearl is a Picardy seedling, the other parent not certain. Mr. Carlson, its originator, has been using it for hybridizing and already has achieved excellent results with it, especially with yellows. I visited his gardens this past summer and have seen some of the things Oriental Pearl has already produced. Its great size and good growing habits are reflected in nearly every one of its children. Future greats in glads will surely come from this flower.

HEALTHY, HEAVY FOLIAGE

When you see the plants growing, from the time they first break ground until they are ready to spike, you just know that it is going to be something unusual and good. The plants are strong and husky and so very large with most attractively colored foliage. Heavy as the spikes are, they never tip and never crook. The last spikes to bloom are just as good as the first ones. In my large planting I did not find a single diseased plant.

BULBLET PRODUCTION

Oriental Pearl produces bulblets generously and they germinate quickly. My plantings of the screenings, or smallest undeveloped bulblets, were through the ground just as early as the larger ones, and all germinated 100%.

ATTACHMENT

Oriental Pearl has exceptionally fine attachment for a large flower. In handling hundreds of blooms, taking them to market and to the shows, I have never lost a floret. Blooming spikes were shipped to Florida and California by air express where they arrived in good condition and continued to bloom out to the tips.

NUMBER OPEN

Oriental Pearl is my ideal for number open, especially for commercial purposes. Cut with the first flower open it will open four to five within the first 24 hours. From there it will open up to seven or eight and will bloom out to the tip.

GLADIOLUS SPECIALISTS LIKE IT

From our midwest gladiolus experts I have had such expressions as: "I have fallen in love with Oriental Pearl" Dr. Francis X. Graff. "Oriental Pearl is Marvellous--good enough for me to feature in my catalogue."..Harold Jones. "Count me in on Oriental Pearl".. Walter Krueger, from whom I received my first order.

SHOW RECORDS

I don't know of another glad which piled up such an impressive show record so quickly. It has been beaten by a single unusual spike, but wherever I have had three spikes on the show table nothing has been able to conquer it. My show spikes this year were all grown in the field, in heavy plantings for bulb production. They received no special pampering, water nor fertilizing. In another season when they have wider dissemination and receive the attention of some of our show experts I just wonder what great record it will establish:

Oriental Pearl will "get you" sooner or later, most likely sooner, just as soon as you see your first spike in bloom. Now is the time to grow it so that you won't be saying "I missed the boat!" Prices are low for a new introduction with such a great record and promising future. I had ample stock to put it on the market last spring, but decided to propagate it for another season to permit introducing it at a nominal price. My prices have been set at this same scale for the season of 1946-47.



PRICES

Large.....\$5.00 each
Medium.....\$4.00 each
Small.....\$3.00 each

Bulblets sold only in units of one large and ten bulblets at \$10.

Commercial growers: Write for prices on larger units.

GREAT FUTURE FOR THE FLOWER BUSINESS

Milwaukee was recently the mecca for many famous personages in the flower business. Everyone was most optimistic about the future of flowers with predictions that their sales would increase ten fold in the years ahead. There is no better time than now to build for the future. Gladiolus have made great strides in the past decade. Our mod-

ern glads offer a great selection of colors, styles, sizes, ruffling and have proved themselves capable of meeting all the demands for flower uses, from colorful designs for personal adornment to the largest arrangements in baskets. It will pay you to keep abreast of the times with a wise selection of the new originations as they come into the market.

RETAIL PRICE LIST

		LARGE	MEDIUM	SMALL	BULBLETS
Alagonquin—Prize Winning Red.....	Per10	Per 100 1.50
Amulet—Fine Ruffled Buff.....	525	100 1.00
Anna Mae—Early Chalk White.....	1050	100 1.00
Autumn Gold—Harvest Orange.....	1	.15	2 for .15	3 for .15	200 1.00
Badger Beauty—Fine Lavender.....	1	.25	.15	.10	100 1.50
*Blue Beauty—Best Blue.....	12	1.00	12 for .75	200 1.00
Brown Orchid—Best Corgie Flower.....	1	.20	.15	.10	100 3.00
Burma—Ruffled Rose Red.....	1	1.00	.75	.50	100 8.00
Chamouny—Two-Toned Dark Rose.....	1	.25	2 for .25	10 for .50	100 1.00
*Corona—Cream, Pink Edged.....	1	.15	.10	15 for 1.00	200 1.00
Connecticut Yankee—Choice Pink.....	1	5.00	.20	10 4.00
Criterion—Excellent Com. Pink.....	1	.25	.20	100 2.00
Dr. Whitley—Apricot Yellow.....	130	.20	100 2.00
Discovery—Ruffled Cream with Blotch.....	1	.50	.25	.20	100 2.00
Dream Castle—Ruffled Coral Pink.....	150	.35	100 6.00
*Elizabeth the Queen—Ruffled Lavender.....	1	.35	.25	.10	100 2.00
*Ethel Cave Cole—Commercial Pink.....	1	.15	.10	3 for .25	100 1.00
Fair Angel—Ruffled Cream—White.....	1	.25	.15	3 for .25	100 2.00
Fuchsia Belle—New Red-Purple.....	1	10 3.00
Glamis—Large Needle-Point Pink.....	120	2 for .25	100 1.50
*Gardenia—Commercial Cream.....	10	1.00	.15	.10	100 1.00
High Finance—Large, Fine Smoky.....	1	.25	.15	.10	100 1.50
Harmou—Early Rose—Red.....	1	.15	.10	.05	100 1.00
Irak—Gray Blue.....	10	1.00	15 for 1.00	100 1.00
*King Bee—Flecked Orange Red.....	10	1.50	10 for 1.00	100 1.00
King Lear, Tall Ruffled Purple.....	10	1.00	15 for 1.00	100 1.00
*Leading Lady—One of our best Glads.....	1	.60	.40	.25	100 4.00
*Lady Jane—Choice Florists' Cream.....	1	.15	.10	.05	100 1.00
Llona—Coming Commercial White.....	1	1.00	.75	.50	100 4.00
Lavender Prince—New Deep Lavender.....	150	.25	100 8.00
*Marsella—Late Fine Red.....	1	.40	.25	.15	100 3.00
*Marimba—Excellent Tall Buff.....	1	.25	.20	.15	100 2.00
Mohawk—Darkest Red.....	1	.20	.10	100 2.00
Miss Wisconsin—Deep Rose Pink.....	1	1.00	.75	.50
Mrs. Mark's Memory—Largest Purple.....	1	.25	.20	.10	100 3.00
Miss Vermont—Light Rose—Lavender.....	1	1.00	10 3.00
Ogarita—Rose Salmon—Large.....	1	.25	.20	.15	100 2.00
Oregon Gold—Ruffled Yellow.....	125	.15	100 2.00
Pacific—A Commercial Cream.....	1	.20	.15	.10	100 2.00
*Pink Radiance—A Commercial.....	1	.20	.15	.10	100 1.00
Polar Ice—Tall Lily White.....	10	1.00	100 1.00
Pornassus—Pansy Purple.....	1050	100 1.00
Pink Paragon—Very Good Commercial.....	1	.25	.20	.15	100 2.00
Red Eagle—Large Deep Red.....	1	.60	.50	.30	100 5.00
*Silentium—Commercial White Blotched.....	10	1.50	1.00	100 1.00
Stop Light—Ex. Commercial Red.....	1	.20	.10	.10	100 1.50
Spot Light—Popu. Yel. with Red Blotch.....	1	2.00	1.25	.75	10 2.00
*Snow Princess—Leading White.....	10	1.00	200 1.00
Silver Wings—Artistic Ruffled White.....	1	5.00	4.00	3.00	10 4.00
*Valeria—Ex. Com. Scarlet.....	1050	100 1.00
Vee Cream—Ruffled Blotched Cream.....	1	.15	.10	.05	100 1.00
*Vista Bonita—Large Geranium Pink.....	1050	100 1.00
*Van Gold—Early Deep Yellow.....	1	1.00	.75	.50	100 8.00
Variation—Florists' Pink.....	1	1.00	100 1.00
White Eagle—White and Cream.....	1	.25	.15	.10	100 2.00
*White Gold—Popular Cream.....	1	.35	.20	.10	100 3.00
Winston—Ruffled Cream.....	1	.20	.15	.10	100 1.00
Excellent Small Decoratives.....					
Brown Orchid.....	1	.20	.15	.10	100 3.00
Betty Good—Old Favorite.....	10	1.00	100 1.00
Orange Butterfly—Many Open.....	10	1.00	100 1.00
Tweedle Dum—Maroon and Gold.....	10	1.00	100 1.00
Orange Seedling (Fine).....	10	1.00	100 1.00
Dolores—Pink and Cream.....	1	.40	.30	.20	100 4.00
Pink Ribbon.....	10	1.00	100 1.00

*In commercial quantities. Write for prices.

BULBLETS PER QUART

Blue Beauty, \$8.00; Chamouny, \$18.00; Corona, \$8.00; Ethel Cave Cole, \$10.00; Gardenia, \$5.00; King Bee, \$10.00; Leading Lady, \$10.00; Lady Jane, \$15.00; Marimba, \$25.00; Pacifica, \$8.00; Pink Radiance, \$25.00; Silentium, \$10.00; Snow Princess, \$4.00; Valeria, \$5.00; Vista Bonita, \$5.00; Vee Cream, \$12.00; White Gold, \$30.00.

Comments: I have selected and grown these varieties because of their proved or promising commercial qualities. Choice florists' colors are Anna Mae, Autumn Gold, Badger Beauty, Blue Beauty, Chamouny, Criterion, Eliz. the Queen, Ethel, Glamis, King Bee, Leading Lady, Lady Jane, Llona, Marsella, Marimba, Miss Wisconsin, Pink Radiance, Polar Ice, P. Paragon, Silentium, Stop Light, Snow Princess, Silver Wings, Valeria, Vista Bonita, Van Gold, Variation, W. Gold. Choice because of ruffling are Amulet, Burma, Dream Castle, Fair Angel, Oregon Gold, Silver Wings, White Eagle, Winston, Vee Cream. Large, strong growing varieties: Burma, Corona, Conn. Yankee, Criterion, Ethel, High Finance, Marimba, Mrs. Mark's Memory, Ogarita, Red Eagle, Silver Wings, White Gold. Many open: Chamouny, Marimba, Ogarita, Variation, White Eagle, Orange Butterfly.

LET ME HELP YOU!

For many years I have had very close connections with the Milwaukee flower market. My work as Secretary and advertising counsel for the Milwaukee florists; Secretary of the Milwaukee Florists Club; correspondent for the Florists Review; and sales director for some of our largest growers and retail shops, has given me knowledge of the flower business from many angles. I have always taken the new varieties of gladiolus

to our best Milwaukee retailers to have them appraised for retail uses.

As there are many who contemplate the growing of gladiolus for commercial markets, I feel that I can give valuable assistance in making the right kind of start. If you want my advice and help you are free to drop me a note and I will do whatever I can to assist you in making a correct beginning.

COLOR MARVEL

Tall growing, with medium sized, ruffled florets in a most unusual tone of pink and yellow. Color Marvel will make an excellent florist's flower. It is early and its rich colors harmonize well with many early summer flowers. Florists who grow their own glads should propagate this flower for their most exclusive clients.

Large \$10. each
Medium \$7.50 each
Small \$5.00 each



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